

## New Order

<b>Agency:</b>	Crossroads Media LLC	<b>Station:</b>	WJLA-TV	<b>Flight Start:</b>	05/17/2012
<b>Office:</b>	Alexandria	<b>Order Type:</b>	Normal	<b>Flight End:</b>	05/23/2012
<b>Client:</b>	12 - CrossroadsGPS	<b>Cancel Date:</b>		<b>Hiatus:</b>	
<b>Product:</b>	11 - Crossroads GPS	<b>Billing Cycle:</b>	Monthly		
<b>Piggyback Product:</b>		<b>Billing Calendar:</b>	Broadcast		
<b>Estimate:</b>	546 - GPS VA TV 60S 5.17-5.23.12	<b>Received in ePort:</b>	5/15/2012 9:31:12 AM	<b>Airtime Dollars:</b>	\$69,200.00
<b>Primary Demo:</b>	A35+	<b>Local/National:</b>	Local	<b>Non-Airtime Dollars:</b>	\$0.00
<b>Demo 2:</b>		<b>Rep Office:</b>	WJLA-TV	<b>Total Dollars:</b>	\$69,200.00
<b>Demo 3:</b>		<b>AE:</b>	Barbara Monares	<b>Total Spots:</b>	13
<b>GRP:</b>	42.80	<b>Phone:</b>			
		<b>OrderID:</b>	2128512		
		<b>Status:</b>	New		
<b>CPP:</b>	\$1,616.82			<b>MarketShare:</b>	
<b>Comments:</b>	Separation: 30				

## Daily Airtime Lines

Line	Daypart (Program)	DPT							Totals for Entire Flight						
		Code	Rate	C/T	Len	5/17	5/18	5/19	5/20	5/21	5/22	5/23			
1	ThFMTuW 6:27P- 6:30P ABC7 NWS AT 6	EN	\$6,000.0 0	C	60	1	0	0	0	1	0	1	3	3.10	\$1,935.4 8
LPMay/2011LP (pav)															
2	ThFMTuW 7P- 7:30P WHEEL-FORTNE	PA	\$6,000.0 0	C	60	1	0	0	0	1	0	1	3	4.10	\$1,463.4 1
LPMay/2011LP (pav)															
3	ThFMTuW 7:30P- 8P JEOPARDY	PA	\$8,000.0 0	C	60	0	1	0	0	0	1	0	2	5.20	\$1,538.4 6
LPMay/2011LP (pav)															
4	ThFMTuW 11P- 11:35P ABC7 NWS AT 11	LN	\$5,000.0 0	C	60	0	1	0	0	0	1	0	2	2.70	\$1,851.8 5
LPMay/2011LP (pav)															
5	ThFMTuW 11:35P- 12:05A ABC-NITELINE	LF	\$2,400.0 0	C	60	1	0	0	0	1	0	1	3	1.80	\$1,333.3 3
LPMay/2011LP (pav)															
Total Spots:													13		
Total GRP/GIMP(000):													42.8		

## New Order (Page 2)

**Agency:** Crossroads Media LLC  
**Client:** 12 - CrossroadsGPS  
**Flight Start:** 05/17/2012

**Station:** WJLA-TV  
**Product:** 11 - Crossroads GPS  
**Flight End:** 05/23/2012

**Order ID:** 2128512  
**Estimate:** 546 - GPS VA TV 60S 5.17-5.23.12  
**Received in ePort:** 5/15/2012 9:31:12 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len							Totals for Entire Flight			
						5/17	5/18	5/19	5/20	5/21	5/22	5/23	Spots	Rtg	CPP
						Cash\$ - Spots: \$69,200.00 - 13	Trade\$ - Spots: \$0.00 - 0	Total Cost: \$69,200.00					Total CPP/CMP: \$1,616.82		